

1. Method for providing information to a mobile terminal associated with a user, comprising:

identifying, in response to the request for information, spatial and temporal information associated with said mobile terminal;

searching for said information, based upon said spatial and temporal

2. The method of claim 1, wherein said searching step further comprises:  
acquiring said spatial information associated with said mobile terminal from a  
location server of a cellular network.

4. The method of claim 1, further comprising updating said personal profile associated with said mobile terminal in response to each information request.

categorizing said subject matter; and

6. The method of claim 1, wherein said providing step comprises a transmission selected from the group consisting of unicasting, narrowcasting, multicasting, and broadcasting particular content.

7. The method of claim 1, wherein the searching step further comprises extracting user preferred information.

8. The method of claim 1, wherein said receiving step further comprises:  
sending a mobile terminal identification signal to a subscriber database storing  
said personal profile information; and  
sending the mobile terminal identification signal to a location server of a  
cellular network for locating said mobile terminal.
9. Apparatus for providing information to a mobile terminal, comprising:  
a cellular network having a plurality of base stations, each base station  
providing wireless communication to any mobile terminals within a respective  
geographic region;  
a service provider having a subscriber database storing personal profile  
information of users of the mobile terminals; and  
at least one content server storing content in at least one content database,  
said content server capable of providing said content based upon location, time, and  
personal profile of said users.
10. The apparatus of claim 9, wherein said content server is centralized.
11. The apparatus of claim 9, wherein said content server is distributed across  
said base stations.
12. The apparatus of claim 9, wherein said content server is dedicated to  
particular subject matter of said content.
13. The apparatus of claim 9, wherein said mobile terminals have capabilities,  
selected from the group consisting of text messaging, web-browsing, location  
tracking, multimedia, and remote controlling of multimedia devices.
14. The apparatus of claim 9, wherein said content server provides said content  
based upon personal preferences of said user.
15. The apparatus of claim 9, further comprising a location server coupled to said  
cellular network.

20. Apparatus for providing information to a mobile terminal, comprising:  
means for receiving a request for content;  
means for identifying spatial, temporal, and personal profile information  
corresponding to said request;  
means for searching for said content, based upon said spatial, temporal, and  
personal profile information; and  
means for providing search results to said mobile terminal.